

## LISTING OF CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Currently Amended) A method[[,]] comprising:

~~accessing~~ receiving a source article;

identifying a plurality of regions in the source article;

determining at least one local concept ~~associated with~~ expressed in each region;

analyzing the local concepts of each region to identify any one or more unrelated ~~regions~~ concepts;

~~eliminating the local~~ unrelated concepts ~~associated with any unrelated regions to~~ determine relevant concepts;

~~analyzing the relevant concepts to~~ from a ~~determine~~ determination of a source meaning for the source article; and

~~matching the source meaning~~ source article with an ~~item meaning associated with an item~~ selected from a set of items based at least in part on a relationship between the source meaning and a meaning of the item.

2. (Original) The method of claim 1, further comprising displaying the matched item on the source article.

3. (Currently Amended) The method of claim 2, wherein:

the source article comprises a web page; and

the matched item comprises a keyword.

4. (Currently Amended) The method of claim 2, wherein;

the source article [[is]] comprises a web page<sub>1</sub>; and

the matched item [[is]] comprises an advertisement.

5. (Original) The method of claim 1, further comprising displaying content associated with the matched item on the source article.

6. (Currently Amended) The method of claim 5, wherein;

the source article [[is]] comprises a web page<sub>1</sub>;

the matched item [[is]] comprises a keyword<sub>1</sub>; and

the associated content [[is]] comprises an advertisement.

7. (Currently Amended) The method of claim 5, wherein;

the source article [[is]] comprises a first web page<sub>1</sub>;

the matched item [[is]] comprises a second web page<sub>2</sub>; and

the associated content [[is]] comprises an advertisement.

8. (Currently Amended) The method of claim 5, wherein;

the source article [[is]] comprises a first web page<sub>1</sub>;

the matched item [[is]] comprises a second web page<sub>2</sub>; and

the associated content [[is]] comprises a link to the second web page.

9. (Currently Amended) The method of claim 1, wherein matching the source ~~meaning~~ article with an ~~the~~ item ~~meaning~~ comprises matching the source article with the item using a ~~biasing factors~~ factor.

10. (Currently Amended) The method of claim 1, wherein the source meaning [[is]] comprises a vector of weighted concepts.

11. (Currently Amended) The method of claim 1, wherein:  
determining at least one local concept comprises determining a score for each local concept~~[[,]]~~ ; and  
wherein the local concept ~~in each region~~ with the highest scores score in each region ~~are~~ comprises a most relevant local ~~concepts~~ concept for that region.

12. (Currently Amended) The method of claim 11, wherein identifying unrelated regions comprises:  
determining a revised score for each local concept~~[[,]]~~ ;  
determining a ranked global list of all local concepts based on the revised scores~~[[,]]~~ ;  
removing local concepts whose combined revised score contributes less than a predetermined amount of a total score ~~for~~ of the global list to produce a resulting list~~[[,]]~~ ;  
~~determining identifying~~ unrelated regions ~~with no~~ without a most relevant local ~~concepts~~ concept on the resulting list~~[[,]]~~ ; and  
removing local concepts ~~associated with~~ expressed in the unrelated regions from the resulting list to produce a list of relevant concepts.

13. (Currently Amended) The method of claim 12, wherein determining [[a]] the source meaning comprises normalizing the revised scores for the relevant concepts.

14. (Currently Amended) ~~A~~ An article comprising one or more computer-readable medium media containing program code operable to cause one or more machines to perform operations, the operations comprising:

~~program code for accessing~~ receiving a source article;

~~program code for identifying a plurality of regions in the source article;~~

~~program code for determining at least one local concept associated with~~ expressed in  
each region;

~~program code for analyzing the local concepts of each region to identify any unrelated concepts~~ regions;

~~program code for eliminating the local unrelated concepts associated with any unrelated regions to determine relevant local concepts;~~

~~program code for analyzing the relevant local concepts to~~ from a determine determination  
of a source meaning for the source article; and

~~program code for matching the source meaning article with an item meaning associated with an item selected from a set of items based at least in part on a relationship between the source meaning and a meaning of the item.~~

15. (Currently Amended) ~~The computer-readable medium~~ article of claim 14, wherein the operations further comprising ~~comprise~~ program code for displaying the matched item on the source article.

16. (Currently Amended) ~~The computer-readable medium~~ article of claim 15, wherein:  
the source article ~~[[is]]~~ comprises a web page; and  
the matched item ~~[[is]]~~ comprises a keyword.

17. (Currently Amended) The ~~computer-readable medium~~ article of claim 15, wherein:  
the source article comprises a web page; and  
the matched item comprises an advertisement.

18. (Currently Amended) The ~~computer-readable medium~~ article of claim 14, wherein  
the operations further comprising comprise program code for displaying content associated with  
the matched item on the source article.

19. (Currently Amended) The ~~computer-readable medium~~ article of claim 18, wherein:  
the source article comprises a web page[,];  
the matched item comprises a keyword; and  
the associated content comprises an advertisement.

20. (Currently Amended) The ~~computer-readable medium~~ article of claim 18, wherein:  
the source article comprises a first web page[,];  
the matched item comprises a second web page; and  
the associated content comprises an advertisement.

21. (Currently Amended) The ~~computer-readable medium~~ article of claim 18, wherein:  
the source article comprises a first web page[,];  
the matched item comprises a second web page; and  
the associated content comprises a link to the second web page.

22. (Currently Amended) The ~~computer-readable medium~~ article of claim 14, wherein  
program code for matching the source meaning article with an the item meaning comprises  
program code for matching the source article with the item using a biasing factors factor.

23. (Currently Amended) The ~~computer-readable medium~~ article of claim 14, wherein the source meaning ~~[[is]]~~ comprises a vector of weighted concepts.

24. (Currently Amended) The ~~computer-readable medium~~ article of claim 14, wherein ~~program code for analyzing the relevant local concepts comprises program code for eliminating the unrelated concepts comprises~~ ranking the ~~relevant~~ related local concepts.

25. (Currently Amended) The ~~computer-readable medium~~ article of claim 1, wherein:  
~~program code for determining at least one local concept comprises program code for~~  
determining a score for each local concept~~[[,]]~~ ; and  
~~wherein the local concept in each region with the highest scores score in each region are~~  
comprises a most relevant local concepts concept for that region.

26. (Currently Amended) The ~~computer-readable medium~~ article of claim 25, wherein  
~~program code for identifying unrelated regions comprises;~~  
~~program code for determining a revised score for each local concept[[,]] ;~~  
~~program code for determining a ranked global list of all local concepts based on the~~  
revised scores~~[[,]]~~ ;  
~~program code for removing local concepts whose combined revised score contributes less~~  
than a predetermined amount of a total score ~~for of~~ the global list to produce a resulting list~~[[,]]~~ ;  
~~program code for determining identifying unrelated regions with no without a most~~  
relevant local ~~concepts~~ concept on the resulting list~~[[,]]~~ ; and  
~~program code for removing local concepts associated with~~ expressed in the unrelated  
regions from the resulting list to produce a list of relevant concepts.

27. (Currently Amended) The ~~computer-readable medium~~ article of claim 26, wherein ~~program code for determining~~ [[a]] the source meaning comprises program code for normalizing the revised scores for the relevant concepts.

28. (Currently Amended) A method~~[[,]]~~ comprising:  
accessing a source article;  
identifying ~~at least~~ a first content region and a second content region in the source article;  
determining ~~at least~~ a first local concept ~~associated with~~ expressed in the first content region and determining ~~at least~~ a second local concept ~~associated with~~ expressed in the second content region;

matching the first content region with a first advertisement from a set of advertisements based at least in part on the first local concept;

matching the second content region with a second advertisement from the set of advertisements based at least in part on the second local concept; and

displaying the matched advertisements on the source article.

29. (Canceled)

30. (Currently Amended) The method of claim 28, wherein displaying the matched advertisements comprises:

displaying the first advertisement ~~is displayed~~ in the first content region; and

displaying the second advertisement ~~is displayed~~ in the second content region.

31. (Currently Amended) The method of claim ~~[[29]]~~ 28, wherein the source article ~~[[is]]~~ comprises a web page.

Claims 32.-35. (Canceled)

36. (New) A method comprising:

- receiving a document;
- identifying a collection of different regions in the document;
- determining concepts expressed in each of the different regions in the collection;
- identifying a first concept expressed in a first region, wherein the first concept is unrelated to concepts expressed in other regions in the collection;
- excluding the first concept from a determination of a source meaning for the document;
- determining the source meaning for the document; and
- making the source meaning available to a user.

37. (New) The method of claim 36, wherein identifying the collection of different regions in the document comprises identifying frames in a web page document.

38. (New) The method of claim 36, wherein identifying the collection of different regions in the document comprises identifying the different regions based on markup in the document.

39. (New) The method of claim 36, wherein determining concepts comprises identifying collections of related words in each of the different regions in the collection.

40. (New) The method of claim 36, further comprising:

- based on the concepts expressed in each of the different regions in the collection,
- selecting one or more advertisements; and
- making the document and the selected advertisements available for output to a user.